



THE CITY OF SAN DIEGO
San Diego Public Library

FOR IMMEDIATE RELEASE
Tuesday, March 5, 2013

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**SEGUIMOS CREANDO ENLACES: A BAJA & SOUTHERN CALIFORNIA
CONFERENCE TO EXPAND LIBRARY BORDERS**

SAN DIEGO – On March 8 and 9, 2013 close to 130 librarians from Baja California and Southern California will come together at the Logan Heights Branch Library to participate in an international conference, *Seguimos Creando Enlaces: A Baja and Southern California Conference to Expand Library Borders*. The Serra Cooperative Library System, through a grant from the California State Library, has invited leaders from the libraries throughout the region to share ideas and best practices and focus on forging long-term partnerships.

This project has been burgeoning over several years of successful conference events targeting the particular bicultural needs of the Southern California and Baja region. Last year's conference focused on collection development, programming for children, teens and adults as well as mobile library services. The valuable feedback received from that event shaped the upcoming agenda for the *Seguimos Creando Enlaces* conference.

"Last year's conference attendees were so enthusiastic about this great collaborative effort," said San Diego Public Library Director Deborah Barrow. "We are excited about coming together again to help foster ongoing dialogue with our library colleagues on both sides of the border. This year we will examine additional tools to get them excited about implementing creative ideas when they return to their local jurisdictions."

On the first day of the conference, City of San Diego Mayor Bob Filner will welcome attendees. There will then be a focus on the demographic analysis of library communities to better strengthen their programming and collection choices. Using information compiled in a recent project by the State Library of California and the census arm of Baja California, INEGI, attendees will become well-equipped with tools needed to better connect with their community demographics and the trends that continue shaping the public.

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The second day of the conference encourages sharing and networking through poster sharing sessions and small group breakout sessions. From these team-building exercises, the goal is to strengthen existing partnerships and forms new, long-term collaborations to keep communication flowing well beyond the conference.

For more information on the conference, please visit www.creandoenlaces.org.

Learn about other events at the San Diego Public Library's Central Library and 35 branches, find links to numerous additional resources, or search for materials in the Library's catalog online at www.sandiegolibrary.org.

Inspiring lifelong learning through connections to knowledge and each other

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